

REMARKS

These remarks address the Examiner's notes in the Advisory Action dated 13 April 2006, and are provided herewith in accordance with an Interview held between Applicant and the Examiner on 25 May 2006. By this Preliminary Amendment, Applicant submits a set of amended claims. Applicant also incorporates herein all of Applicant's comments submitted in Applicant's amendment, dated 24 March 2006. Applicant's remarks herein are addressed to the Examiner's note accompanying the Advisory Action referenced above; Applicant's response to the Examiner's previous Office Action has been incorporated herein, as set forth above and is not repeated at this point for the sake of brevity.

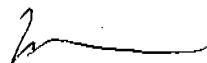
15 The Examiner is directed to the Williams reference. In view of the discussion during the above cited Interview, Applicant's amended claims submitted herewith clearly define subject matter which is patentable in view of the art of record.

In particular, Applicant claims that the invention performs the step of "associating said user profile with one or more affinity groups, based on said user's profile questions and corresponding answers; if an appropriate affinity group does not exist, then creating at least one new affinity group associating said user profile with said new affinity group..." The Applicant's claim also comprise "presenting a particular subsequent segment of said sequence of questions to said user, the selection of said subsequent segment to be influenced by at least one answer received to a previously presented question in said sequence of questions and a particular affinity group or combination of affinity groups to which said user profile is associated..." The user profile is the result of the step of "creating a profile for said user if a profile does not exist for said user, otherwise accessing an existing profile for said user, and adding said segment of questions and corresponding answers to said user profile..."

These aspects of the claimed invention, as set forth in Claim 1 are also reflected in amended independent Claims 30, 63, and 92.

5 In view of the foregoing, the claimed invention is deemed to be patentably distinct from the art of record and therefore, entitled to allowance. Accordingly, the Applicant respectfully requests that the Examiner to carefully consider the amended claims and withdraw her rejections, such that the application may issue as US letters patent. Should the Examiner deem it helpful, she is encouraged to
10 contact applicant's attorney, Michael A. Glenn at (650) 474-8400.

Respectfully submitted,



Michael A. Glenn

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